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CONTACT:
Margaret Skinner, Director, Corporate Communications
330-463-6705 | margaret.skinner@joann.com

JO-ANN FABRIC AND CRAFT STORES INSPIRES CREATIVITY WITH NINE NEW LOCATIONS

Festivities July 7th through July 9th
Giveaways, Demos and the Opportunity to win a $500 Jo-Ann Shopping Spree

HUDSON, OH (June 30, 2011) – Jo-Ann Fabric and Craft Stores, the leading fabric and craft specialty retailer in America, is celebrating nine grand openings on July 7. Sewers and crafters in these communities now have brand new locations where they can shop, discover and save with a wide selection of merchandise and inspiration. From scrapbooking, sewing and knitting, to beading, cake decorating and more, these stores offer a vast assortment of crafting, floral and seasonal accessories, an extensive selection of fabrics for apparel, crafting, quilting, and home decorating, as well as home-décor items. Join the celebration July 7-9 at the following locations:

PLANTATION, FL | The Fountains, 801 S. University Drive
WATERTOWN, NY | Arsenal Plaza, 1283 Arsenal Street
MOORESVILLE, NC | Mooresville Consumer Square, 221 Norman Station Boulevard
SPARTANBURG, SC | Westgate Crossing, 660 Spartan Boulevard
WATERLOO, IA | Crossroads Commons, 1407 Flammang Drive
PARAMUS, NJ | 30 A & S Drive
SALEM, OR | Lancaster Mall, 783 Lancaster Drive NE
JOLIET, IL | Joliet Commons, 2741 Plainfield Road
NEW PHILADELPHIA, OH | New Towne Mall, 400 Mill Street SE

"As we open these new stores, we are pleased to offer our customers dynamic new product lines, enhanced in-store presentations, higher quality fabrics, and regionalized product offerings," said Darrell Webb, chairman and CEO of Jo-Ann Stores, Inc. "Combined with the expertise of our store team members, product demonstrations, and project inspiration, these new stores will be a one-stop creative destination in their communities."

Grand opening festivities will begin Thursday, July 7 and run through Saturday, July 9, with doors opening at 9 a.m. each day. Among the exciting activities at each of these stores during the three-day grand opening celebration:

- **Enter to Win!** – A $500, $100 and $50 Jo-Ann gift card will be awarded each day*
- **Great Giveaways!** – The first 100 guests each day will receive a $10 Jo-Ann gift card
- **Hot Offers!** – Special grand opening sales and offers throughout the store
- **Free Reusable Tote Bag!** – Customers who spend $25 or more each day will receive a free tote bag (while supplies last)
- **Teacher Appreciation Day** – All day Saturday; teachers receive 20% off their total purchase with current teacher ID
- **Free Jo-Ann Creative Demonstrations** – Each day starting at 11 a.m.**
- **Learn with Jo-Ann** – Class open house on Saturday from 1 to 3 p.m.; save 50% on select classes**
- **Make It-Take It** – Kids can make a Crayola® craft to take home, Saturday, 11 a.m. – 3 p.m. (while supplies last)

Inspired to Help
In celebration of these new locations, Jo-Ann Fabric and Craft Stores will make a donation to support local education. One elementary school in each community will receive a $2,000 grant which will be used to fund an educational project of its choosing. In addition, coin boxes are located near store cash registers to collect donations to support the American Heart Association. The AHA continues to be a significant recipient of Jo-Ann giving. The company, team members and generous customers provided more than $183,000 to the AHA through the coin box donations and various campaigns in 2010. Finally, these new stores will participate in merchandise donation programs to benefit national non-profit partners including Goodwill Industries International, Inc. "As a proud community supporter, Jo-Ann Fabric and Craft Stores is pleased to be able to make an impact locally - not only during our grand opening celebrations, but in our ongoing efforts," states Webb.

About Jo-Ann Stores, Inc.
Jo-Ann Fabric and Craft Stores, the nation's largest fabric and craft retailer with locations in 48 states, was founded in 1943 as a single retail store. Today, more than 750 Jo-Ann stores across the country provide consumers with creative inspiration. These new stores represent nine of approximately 60 new locations Jo-Ann Fabric and Craft Stores anticipates opening across the country this year. In addition, nearly 60 stores will be remodeled. For additional information, visit www.Joann.com.

*Contest open to legal U.S. residents who have reached age of majority. No purchase necessary. See store for complete details and rules.
**Except at Mooresville location.

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